



Houses That Work 2012

The Premier Educational Building Science Program



National Educational Partnership Opportunities

2012 Partnership Package

THE ENERGY & ENVIRONMENTAL BUILDING ALLIANCE

The pre-eminent provider of building science education. Since 1982.

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Partnership Benefits At-A-Glance

PARTNERSHIP LEVELS	Solution Partner Level 1	Innovation Partner Level 2	New Partner Trial Level (Jan-June 2012)
PARTICIPATION BENEFITS & VALUE			
Exclusivity of Product Category (Includes 1 Category – First right of renewal)	✓	✓	—
Representation at Houses That Work Sessions (onsite)	30	20	10
Exposure at New Construction and Existing Homes HTW Sessions. Including: <ul style="list-style-type: none"> • 8 New Construction Modules • 5 Existing Homes Modules 	✓	✓	✓
Opportunity to provide technical information on your product for inclusion in HTW curriculum	✓	✓	—
HTW Scholarships per session for your guests	4	2	2
Provide attendees with an option to earn valuable continuing education credits for AIA, AIBD, NAHB, USGBC, BPI, RESNET & NARI	✓	✓	✓
Scrolling Banner Ad on eeba.org with URL link	✓	✓	—
E-Communication to EEBA Database Announcing 2012 Partnerships with your logo and URL link	✓	✓	✓
Magazine Ad Featuring HTW Partners	✓	✓	—
Logo placement on all HTW materials, hand-outs & guides onsite	✓	✓	✓
Table top Expo for your product and messaging for onsite Houses That Work sessions and Introduction of your Rep onsite	✓	✓	✓
Follow up Attendee/lead contact information	✓	✓	✓
Sponsorship of the 2012 Excellence in Building Conference – Phoenix, AZ, September 25-27 th	✓	✓	—
Complimentary Standard 2012 Conference EXPO Booth	1	—	—
Complimentary Full Conference Registrations	4	2	—
TOTAL COST	\$30,000	\$25,000	\$10,000



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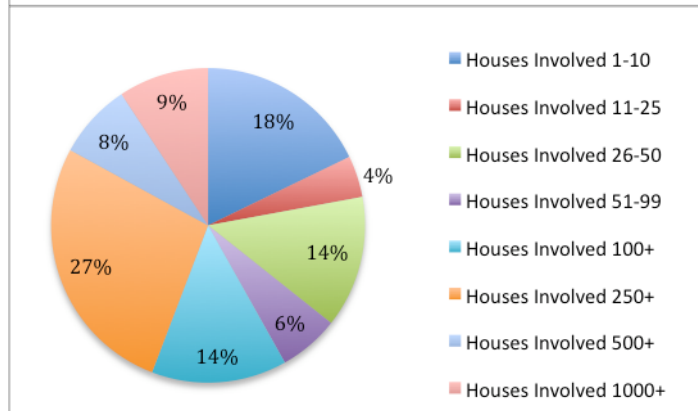
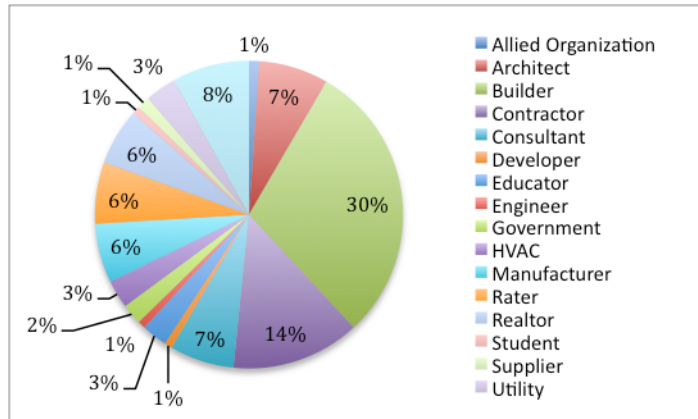
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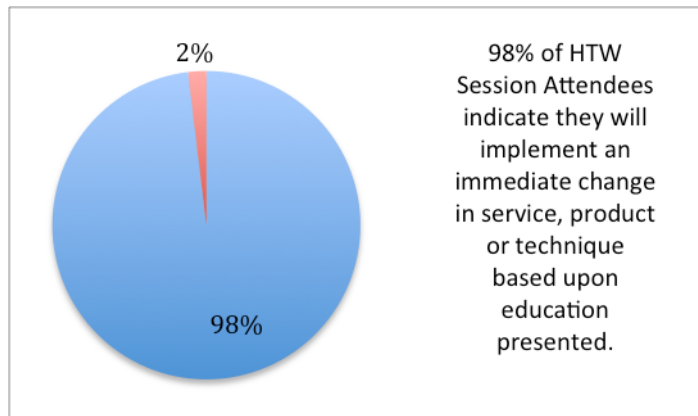
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Key Sales Metrics / 2011 Session Data

Lead Volume



Lead Value & Conversion Rate



2011 HTW Attendees Listed by Profession

2011 HTW Attendees Listed by Number of Houses Impacted per Calendar Year

98% of Houses That Work Attendees also recommend HTW education and would attend another educational session

EXCLUSIVITY CATEGORIES

- Appliances
- Building Materials Supply
- Cellulose Insulation
- Central Vacuum
- Controls
- Fans
- Fiberglass/Air Sealing
- Flashing
- Flooring
- Foams, Adhesives, Caulks
- Foundation Water Proofing
- Framing
- Geothermal
- Gypsum
- Hearth Products
- Heat Pumps
- HVAC
- Indoor Air Quality
- ICF
- In Floor Heating
- Kitchen/Bath Cabinets
- Lighting & Controls
- Paint
- Radiant Barrier
- SIPS
- Roofing
- Siding
- Solar
- Spray Foam
- Tankless Water Heaters
- Ventilation
- Water Conservation
- Water Heaters
- Windows & Doors
- Wood
- Technologies and Testing
- Fire Safety
- Plumbing Fixtures
- Denotes Reserved Category



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Turn Key Education Management

EEBA Provides Educational Partners with a Turnkey solution to educational outreach and marketing exposure

Dedicated Online Webinar for Marketing and Sales Teams

Follow-up Tool-box of tips and instructions to best leverage your partnership

Pre and Post Event Marketing

“EEBA Learning Center” New Online Educational Portal for 2012 showcasing online videos of HTW modules

EEBA Quick Facts
E-Mail Database of 27k
Mailing Database of 36k
Online Website Stats:
Average Hits/day 13,000 hits
Average Hits/visitor 9 hits
Average Time Dedicated/visit 6.2 minutes

